

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please ADD new claims 14-26 in accordance with the following:

1. (ORIGINAL) An online sales promotion method used in a system to purchase a product over a network, said method comprising:
 - receiving product information on said product and designation information on a third party being able to supply additional information about said product from a first user;
 - associating said product information and designation information with cart identification information;
 - notifying said third party of said cart identification information and product information;
 - receiving said additional information from said third party;
 - associating said additional information with said cart identification information; and
 - notifying said first user of said product information, designation information and additional information associated by said cart identification information.
2. (ORIGINAL) An online sales promotion method in accordance with claim 1, further comprising:
 - associating settlement information of said user needed for a purchase of said product over said network with said cart identification information;
 - receiving an instruction for said purchase of said product from said first user; and
 - selling said product to said first user, using said settlement information.
3. (ORIGINAL) An online sales promotion method in accordance with claim 2, further comprising:
 - storing whether or not said product is purchased; and
 - notifying said first user that said product is purchased or not purchased yet.
4. (ORIGINAL) An online sales promotion method in accordance with claim 2, further comprising:

associating said first user with said cart identification information;
receiving an instruction for assignment and second user information on a second user from said first user; and
associating said second user with said cart identification information.

5. (ORIGINAL) An online sales promotion method in accordance with claim 2, further comprising:
determining whether or not an incentive condition has been fulfilled based on said product information, designation information and settlement information, said incentive condition predetermined for awarding said first user for said purchase of said product; and
awarding said first user based on said determining.

6. (ORIGINAL) An online sales promotion method in accordance with claim 1, further comprising:
notifying said third party of said additional information.

7. (ORIGINAL) An online sales promotion method in accordance with claim 1, further comprising:
notifying said third party of competitor information on other third parties.

8. (ORIGINAL) An online sales promotion method in accordance with claim 1, further comprising:
monitoring for an occurrence of a predetermined event based on said product information and designation information; and
notifying said third party of said occurrence when said predetermined event occurs.

9. (ORIGINAL) An online sales promotion method in accordance with claim 1, further comprising:
determining whether or not said third party has fulfilled a fee charging condition based on said product information and designation information,
computing fee charging information for charging fees to said third party which has fulfilled said fee charging condition; and
storing said fee charging information for invoicing said third party.

10. (ORIGINAL) An online sales promotion method in accordance with claim 1, further comprising:

computing a relationship between product and product price based on said product information; and

supplying said relationship to said first user and/or said third party.

11. (ORIGINAL) An online sales promotion apparatus used in a system to purchase a product over a network, said apparatus comprising:

means for receiving product information on said product and designation information on a third party being able to supply additional information about said product from a first user;

means for associating said product information and designation information with cart identification information;

means for notifying said third party of said cart identification information and product information;

means for receiving said additional information from said third party;

means for associating said additional information with said cart identification information;

and

means for notifying said first user of said product information, designation information and additional information associated by said cart identification information.

12. (ORIGINAL) A computer-readable recording medium whereon is recorded an online sales promotion program, for use in a system to purchase a product over a network, said program executes:

(A) a step of receiving product information on said product and designation information on a third party being able to supply additional information about said product from a first user;

(B) a step of associating said product information and designation information with cart identification information;

(C) a step of notifying said third party of said cart identification information and product information;

(D) a step of receiving said additional information from said third party;

(E) a step of associating said additional information with said cart identification information; and

(F) a step of notifying said first user of said product information, designation information and additional information associated by said cart identification information.

13. (ORIGINAL) An online sales promotion method comprising:
prompting a user to select a desired product and vendor from which said user intends to purchase said product;
notifying said vendor of said product selected;
receiving from said vendor advertisement information pertaining to said product and/or said vendor; and
distributing said advertisement information to said user.

14. (NEW) An online sales promotion method, comprising:
receiving via a network a designation of one or more information-providing terminals and a designation of a product from a first user terminal;
storing in a first storage, in association with a cart identifier, product information and information on a designated information-providing terminal and the first user terminal that has designated the information-providing terminal;
sending the cart identifier and the product information associated therewith to the one or more designated information-providing terminals;
receiving additional information from any one of the designated information-providing terminals additional information which that information-providing terminal stores, and storing the received additional information in association with the cart identifier in a second storage; and
sending to the first user terminal the product information associated by the cart identifier, designated information-providing terminals, and the additional information.

15. (NEW) An online sales promotion method according to claim 14, further comprising:
associating and storing settlement information of the first user needed for a purchase of the product over the network with the cart identifier; and
receiving a designation instruction and purchase of the product from the first user terminal.

16 (NEW) An online sales promotion method according to claim 15, further comprising:
receiving from the first user terminal an assignment instruction of the cart identifier to a second user terminal; and
rewriting the user terminal associated with the cart identifier from the first user terminal to

the second user terminal.

17. (NEW) An online sales promotion method in accordance with claim 15, further comprising:

storing an incentive condition for sending award information relating to a purchase of a product to the user terminals;

determining whether the incentive condition is met based on information associated with the cart identifier; and

sending the award information to the first user terminal in accordance with the determination result.

18. (NEW) An online sales promotion method in accordance with claim 14, further comprising:

monitoring an occurrence of a predetermined event based on information associated with the cart identifier; and

notifying the designated information-providing terminal of the occurrence of predetermined event.

19. (NEW) An online sales promotion method in accordance with claim 14, further comprising:

storing a charging condition for charging administrators of the information-providing terminals in the second storage; and

monitoring for an occurrence of an information-providing terminal that matches the charging condition based on information associated with the cart identifier, and upon a match, computing charging information for charging fee to an administrator of that information-providing terminal.

20. (NEW) An online sales promotion method in accordance with claim 14, further comprising:

receiving a designation of one or more information-providing terminals and the product from one or more user terminals other than the first user terminal;

storing by a first storage of product information for each information-providing terminal; and

extracting and analyzing the product information that includes a price of the product,

computing an analysis result indicating relationship between the product and the price of the product, and sending the result to the first user terminal and/or the information-providing terminals that the first user terminal has designated.

21. (NEW) An online sales promotion device, comprising:
an acceptance means for receiving, via a network, designation of one or more information-providing terminals and designation of a product from a first user terminal;
a first storage means for storing, in association with a cart identifier, product information, information on designated information-providing terminals and a first user terminal that has designated the information-providing terminals;
a first notification means for sending to the designated information-providing terminals the cart identifier and product information associated therewith;
a second storage means for receiving from any one of the designated information-providing terminals additional information, and storing received additional information in association with the cart identifier; and
a second notification means for sending to the first user terminal the product information associated with the cart identifier, designated information-providing terminals and the additional information.

22. (NEW) A computer-readable recording medium storing a program to perform online sales promotion, by:
receiving via a network, designation of one or more information-providing terminals, and designation of a product from a first user terminal;
storing, by a first storage, in association with a cart identifier, product information of a product, information regarding designated information-providing terminals and the first user terminal that has designated the information-providing terminals;
sending the cart identifier and product information associated therewith to the designated information-providing terminals;
receiving any one of the designated information-providing terminals additional information and storing in a second storage the received additional information in association with the cart identifier; and
sending to the first user terminal the product information associated with the cart identifiers, the designated information-providing terminal and the additional information.

23. (NEW) An online sales promotion method, comprising:
associating product information and designation information of a third party that can supply additional product information with cart identification information of a first user;
providing the cart identification information and the product information to the third party;
receiving the additional information from the third party;
associating the additional information with the cart identification information; and
providing the associated information to the first user.

24. (NEW) The online sales promotion method according to claim 23, further comprising:
associating settlement information needed for a purchase of the product with the cart identification information; and
selling the product to the first user, using the settlement information.

25. (NEW) An online sales promotion method according to claim 23, further comprising:
receiving an instruction from the first user to assign information to a second user; and
associating the second user with the cart identification information.

26. (NEW) An online sales promotion method in accordance with claim 23, further comprising awarding an incentive upon determination that an incentive condition is fulfilled.